

CONDITIONAL USE ANALYSIS

August 13, 2008

C-33-2008

Intermountain Lift Truck Pole Sign

2475 South 2570 West

M Zone (4.4 Acres)

The applicant, Mark Williams with Intermountain Lift Truck, is requesting a conditional use for a pole sign. The zoning for this area is M, Manufacturing. The West Valley City General Plan anticipates Light Manufacturing uses for this area. The surrounding zone is M, Manufacturing. The surrounding uses include industrial and manufacturing businesses, and I-215 is located directly east of this site.

On July 2, 2008, Mr. Williams requested a variance from the Board of Adjustment for the 10 acre minimum pole sign requirement. The business is located on 4.4 acres, is oriented towards I-215 and there is quite an elevation change up to the road. Therefore, the Board granted the variance. However, pole signs are conditional uses in the manufacturing zone and must also have approval from the Planning Commission.

Mr. Williams is proposing to construct a 25-foot tall pole sign with 87.5 sqft of signage. An electronic message center will occupy 47.5 sqft, or 54%, of the signage. Per section 11-5-107(1)(a)2 freeway oriented signs are permitted to have 100% electronic message coverage and are not required to be turned off at night. The sign will be required to have a pole cover that is compatible with the building. The applicant is proposing a black aluminum cover. The sign will be located within a landscaped area with a setback of 30' from the right-of-way. The applicant has not proposed any berming adjacent to the base of the sign.

Staff Alternatives:

Approval, subject to the resolution of any concerns raised at the public hearing, as well as the following conditions:

1. The sign shall be constructed per the approved sign plan.
2. All requirements of the sign ordinance shall be met.
3. A building permit must be issued for the pole sign.

Continuance, to allow for the applicant to submit revised sign plans.